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Food Industry



CHICAGOLAND'S FOOD INDUSTRY MONTHLY TRADE PUBLICATION SINCE 1982

2022 MEDIA KIT

**Targeting Industrial, Retail
 Foodservice and Food & Beverage
 Processing Buyers, in Addition
 to Buyers in All Other Channels
 of the Greater Chicagoland
 Food Industry**

UPDATED: 5-19-2022



A TRUSTED AND VALUABLE RESOURCE TO YOUR BUYERS

Reaching Chicagoland's Food
 Industry For 40 Years



WHAT'S
 INSIDE

PRINT, WEB, DIGITAL & NETWORKING

EXPOSURE ACROSS CHICAGOLAND

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When food service, retail or distributor buyers are looking for news and qualified vendors they can trust, they turn to the pages of Food Industry News in print or on the internet.

Each issue contains valuable information on industry trends, chef profiles, leadership and management tips. Each issue also features display ads and directory listings from the leading suppliers serving Chicagoland's food industry.

PUBLICATION HIGHLIGHTS

- SHORT, EASY TO READ EDITORIAL FORMAT
- LOCAL NEWS, NATIONAL NEWS, CHEF PROFILES
- DISPLAY ADS FROM THE MARKET'S LEADING VENDORS
- MANAGEMENT, LEADERSHIP AND TRAINING TIPS
- COMPREHENSIVE BUYER'S DIRECTORY OF SUPPLIERS & SERVICE FIRMS



REACH BUYERS AT ALL LEVELS OF THIS INDUSTRY INCLUDING: RESTAURANTS, INSTITUTIONS, HOTELS, SUPERMARKETS, DISTRIBUTORS AND MORE!

MONTHLY CIRCULATION 2021: 18,137

9,845

Independent Chains
Multi-Unit Restaurants
Catering Companies • Chefs
Delis • Fast Food Operators
Pizzerias • Includes Businesses
Selling Liquor

1,426

Liquor Focused Business
with Illinois Liquor Licenses
Bars • Taverns • Nightclubs
Liquor Stores • Lounges • Wine Shops
Liquor Wholesale • Vendor Distribution
Distilleries • Breweries

3,138

Suppliers • Food Manufacturers
Food Distributors and Brokers
Grocery Distributors • Warehouses
Sales Reps Serving Our Industry
Wholesale Cash & Carry Outlets

1,164

Hotels • Banquet Halls • Country Clubs
Concert Venues • Auditoriums
Conventions Centers • Golf Courses • Resorts
Health Clubs • Amusement Parks

1,135

Grocery Stores • Supermarkets
Convenience Stores • Produce Markets
Specialty Retailers • Fish and Seafood Shops
Candy Stores • Butcher Shops
Gas Stations • Mini Marts

1,429

Casinos • Stadiums
Contract Foodservice Operations
Food Halls • Institutions • Schools • Hospitals
Nursing Homes • Theaters • Airlines
Military/Veteran Facilities • Jails • Prisons
Bakeries • Churches • Associations
Shopping Center Food Courts
State, County and Village Procurement Offices
K-12, Colleges & Universities

**PUT YOUR AD IN
OUR NEXT ISSUE!**





FOOD INDUSTRY NEWS



Reach "Hard To See" Buyers For Pennies Per Contact

Display Ad Rates Per Monthly Insertion

| FULL PAGE 10.5" X 13" | 1/2 PAGE 8" X 8 1/4" 10" X 6-1/2" 6" X 11" | 1/3 PAGE 8" X 5 3/4" 10" X 4-1/2" 6" X 7-1/4" 4" X 11" | 1/4 PAGE 4" X 8-1/2" 8" X 4-1/4" 6" X 5-1/2" | 1/6 PAGE 6" X 3-3/4" 4" X 5-1/2" | 1/8 PAGE 4" X 4-1/4" 6" X 2-3/4" | 1/10 PAGE 4" X 3-1/4" 6" X 2-1/4" 2" X 6-1/2" | 1/16 PAGE 4" X 2-1/4" 2" X 4-1/4" | 1/20 PAGE 2" X 3-1/4" |
|--------------------------|---|--|---|--|--|--|---|--------------------------|
| 24 TIME PROGRAM | | | | | | | | |
| 4-C \$3,887 | 4-C \$2,297 | 4-C \$1,397 | 4-C \$1,157 | 4-C \$907 | 4-C \$747 | 4-C \$567 | 4-C \$357 | B&W \$197 |
| B&W \$2,667 | B&W \$1,537 | B&W \$937 | B&W \$777 | B&W \$557 | B&W \$469 | B&W \$347 | B&W \$237 | |
| 12 TIME PROGRAM | | | | | | | | |
| 4-C \$4,627 | 4-C \$2,767 | 4-C \$1,667 | 4-C \$1,397 | 4-C \$1,097 | 4-C \$877 | 4-C \$707 | 4-C \$467 | B&W \$227 |
| B&W \$3,177 | B&W \$1,817 | B&W \$1,137 | B&W \$945 | B&W \$687 | B&W \$542 | B&W \$449 | B&W \$287 | |
| 7 TIME PROGRAM | | | | | | | | |
| 4-C \$5,135 | 4-C \$3,077 | 4-C \$1,867 | 4-C \$1,537 | 4-C \$1,207 | 4-C \$1,009 | 4-C \$787 | 4-C \$517 | B&W \$257 |
| B&W \$3,538 | B&W \$1,974 | B&W \$1,285 | B&W \$1,065 | B&W \$760 | B&W \$633 | B&W \$505 | B&W \$330 | |
| 4 TIME PROGRAM | | | | | | | | |
| 4-C \$5,692 | 4-C \$3,417 | 4-C \$2,068 | 4-C \$1,709 | 4-C \$1,310 | 4-C \$1,116 | 4-C \$893 | 4-C \$574 | B&W \$295 |
| B&W \$3,920 | B&W \$2,260 | B&W \$1,422 | B&W \$1,179 | B&W \$861 | B&W \$727 | B&W \$562 | B&W \$365 | |
| 1 TIME PROGRAM | | | | | | | | |
| 4-C \$5,993 | 4-C \$3,597 | 4-C \$2,177 | 4-C \$1,799 | 4-C \$1,440 | 4-C \$1,186 | 4-C \$936 | 4-C \$609 | B&W \$309 |
| B&W \$4,128 | B&W \$2,378 | B&W \$1,497 | B&W \$1,242 | B&W \$896 | B&W \$745 | B&W \$594 | B&W \$386 | |

Other Color Options:

2-color ads (Black + 1 additional color) @ 20% additional to the black and white ad rate.

3-color ads (Black + 2 additional colors) @ 40% additional to the black and white ad rate.

Display Ad Specifications: CMYK, 300 dpi or higher Adobe PDF or jpeg

Space and Materials Deadlines

Food Industry News: Published monthly on the 1st day of the month

Space Deadlines are 45 days prior to insertion (3-15 for the 5-1 edition)

Materials are due on the 1st of the preceeding month (4-1 for the 5-1 edition)

BUYERS GUIDE LISTINGS AND HOT LEADS REPORT PROGRAM

\$375 + \$60 each for additional categories per year

E-Blast Package: Our \$750. e-blast package includes a series of 3 e-blasts. You control the content, images and links.

Value Package Programs: Affordable, Effective

Value Package #1

- 4 B&W 1/10 Page Ads
 - 3 Gold Shmoozefest Sponsorships
 - 2 Articles on Your Company or Products
 - 1 Year of the Monthly Hot Leads Report
 - 1 Buyers Guide Listing for 1 Year
- \$3650** (Actual Value: \$4125)

Value Package #2

- 4 Full Color 1/3 Page Ads
 - 3 Gold Shmoozefest Sponsorships
 - 1 Article on Your Company or Product
 - 1 Year of the Monthly Hot Leads Report
 - 5 Buyers Guide Listings for 1 Year
- \$8875** (Actual Value: \$9770)

Value Package #3

- 8 Full Color 1/16 Page Ads
 - 4 Full Color 1/4 Page Ads
 - 2 Articles on Your Company or Products
 - 1 Year of the Monthly Hot Leads Report
 - Buyers Guide Listing for 1 Year
- \$8500** (Actual Value: \$9500)

Value Package #4

- 4 Gold Shmoozefest Sponsorships
 - 4 Custom E-Blasts Featuring Your Content
 - 1 Article on Your Company or Product
 - 1 Year of the Monthly Hot Leads Report
 - 5 Buyers Guide Listings for 1 Year
- \$2825** (Actual Value: \$3250)

Value Package #5

- 3 Gold Shmoozefest Sponsorships
 - 6 Custom E-Blasts Featuring Your Content
 - 3 Articles on Your Company or Products
 - 1 Year Welcome Pack Mailings of Your Flyer
 - 1 Year of the Monthly Hot Leads Report
 - 5 Buyers Guide Listings for 1 Year
- \$3075** (Actual Value: \$4100)

Value Package #6

- 12 Full Color 1/6 Page Ads
 - 3 Gold Shmoozefest Sponsorships
 - 3 Articles on Your Company or Product
 - 2 Custom E-Blasts Featuring Your Content
 - 1 Year Welcome Pack Mailings of Your Flyer
 - 1 Year of the Monthly Hot Leads Report
 - 2 Buyers Guide Listings for 1 Year
- \$13,200** (Actual Value: \$14,700)

Value Package #7

- 4 Full Color Half Page Ads
 - 4 Articles on Your Company or Product
 - 4 Custom E-Blasts Featuring Your Content
 - 1 Year Welcome Pack Mailings of Your Flyer
 - 1 Year of the Monthly Hot Leads Report
 - 2 Buyers Guide Listings for 1 Year
- \$14,000** (Actual Value: \$15,500)

Digital Value Package #1

- 6 Month Homepage Banner Ad (232x160)
 - 6 Custom E-Blasts Featuring Your Content
 - 6 Months of the Monthly Hot Leads Report
 - 6 Buyers Guide Listings for 6 Months
- \$3900**

Digital Value Package #2

- 12 Month Homepage Banner Ad (232x120)
 - 6 Custom E-Blasts Featuring Your Content
 - 1 Year of the Monthly Hot Leads Report
 - 6 Buyers Guide Listings for 1 Year
- \$4900**

Digital Value Package #3

- 12 Month Homepage Banner Ad (232x80)
 - 4 Custom E-Blasts Featuring Your Content
 - 1 Year of the Monthly Hot Leads Report
 - 2 Buyers Guide Listings for 1 Year
- \$2900**

Trade Show Promotion Package #1

- 2 Full Color 1/3 Page Ads
 - 4 Custom E-Blasts Featuring Your Content
 - Half Page Post Show Event Photo Feature
- \$4750**

Trade Show Promotion Package #2

- 2 Full Color 1/4 Page Ads
 - 2 Custom E-Blasts Featuring Your Content
 - Quarter Page Post Show Event Photo Feature
- \$3900**

New Business & Product/Market Launch Package

- 3 Full Color 1/2 Page Ads
 - 2 Articles on Your Company or Product
 - 2 Custom E-Blasts Featuring Your Content
 - 1 Front Page Post-It Note Style Ad
- \$9850** (Actual Value: \$15,200)



**OUR TEAM IS HERE TO HELP YOU ACHIEVE YOUR
CHICAGOLAND MARKET SALES GOALS!**

For Advertising Information, Contact:

Cary Miller, Vice President
cary@foodindustrynews.com
847-699-3300 • 847-602-9620
foodindustrynews.com

Exclusive Outreach Opportunities to Connect with Buyers

Quarterly Shmoozefest Event Co-Sponsorship Options

The \$500 Gold Co-Sponsorship, includes your logo in the event ads, flyers and signage plus a table at the event where you may engage buyers, serve food or demonstrate your product. The \$250 Branding Co-Sponsorship, includes your logo in the ads and flyers promoting the event and on signage displayed at the event.

Print and Digital Buyers Guide Directory Listing and Monthly Hot Leads Report Program

\$375 per year, includes one directory category, additional categories @ \$60 each per year.

Dedicated E-Blast Programs

Target our database of over 21,000 local and national e-subscribers, which contains contacts at all levels of the industry. \$350 per e-blast or 3 for \$750.

Mailing Programs to New and Established, Hard-to-Reach Locations

Send your brochure to over 18,000 print-edition subscribers for only .14 cents per location. Also available: include your brochure in our Welcome Pack Mailers sent to new Chicagoland openings, new owners and new locations.

Foodindustrynews.com Homepage Banner Ads

Three sizes of ads are available that link directly to your website or to an email address. Sizes and rates per month: 232 x 80 @ \$177 monthly; 232 x 120 @ \$300 monthly; 232 x 160 @ \$499 per monthly.

Endorsed Partner Silver Platter Savings Program

This customized program enables you to be a preferred supplier partner and is designed to help you achieve aggressive market growth and penetration.

On average, our consistent display advertisers have run with us for over 25 years, 2 months.



FOOD INDUSTRY NEWS

Space and Materials Deadlines

Space Deadlines
are 45 days prior to our 1st of the month publish date
(4-15 for the 6-1 edition)

Materials Deadlines
are 30 days prior to publication
(e.g.: 5-1 for the 6-1 edition)

Ad and Materials Specifications
300 DPI or higher, CMYK, tiff or PDF.

WELCOME PACKET

Belly Up Smokehouse & Saloon
1132 S. Wabash Ave.
Chicago, IL 60605



WE OFFER A FULL SUITE OF PROVEN EFFECTIVE SERVICES AND TOOLS

DESIGNED TO HELP YOU SUCCESSFULLY PENETRATE HARD
TO REACH INDEPENDENT AND CHAIN ACCOUNTS

On average
our consistent
advertisers
have been running
for over 25 years.



FOOD INDUSTRY NEWS MAGAZINE

With over FOUR DECADES of readership, Food Industry News dominates the industry!

Published Monthly

Used for Buying & Training

Rich with Ads & Content



All Glossy, Color Format

Useful & Interesting Editorial
and Print & Digital Formats!



MONTHLY HOT LEADS REPORT PROGRAM

Stay on top of new openings, units changing hands and new sales opportunities with this monthly 8-page report. Also contains lists of new incorporations, market activity, insider information and more.

One Buyer's
Directory listing
is included in this
program!

1-YEAR HOT LEADS REPORT PROGRAM
\$375 + \$60 ea. for additional categories



SEND YOUR BROCHURE TO F.I.N. SUBSCRIBERS

We offer the most affordable and effective way for you to get your brochure, flyer, coupon or rebate form in the hands of qualified buyers. You provide us with a brochure and we insert it into the magazine which goes directly to decision makers.

PRICE PER PIECE:

8.5" x 11" flat insert 14¢ ea. • 11" x 5" folded card insert: 12¢ ea.

SHMOOZEFEST

— MINI TRADE SHOW NETWORKING PARTY —

'SHMOOZEFEST' CO-SPONSORSHIPS

Our free industry events attract attendees from all segments of the industry. Attendees come to network, experience food samples and meet vendors they can trust.

These events take place quarterly.

GOLD SPONSORSHIPS: \$500.
SILVER SPONSORSHIPS: \$250.

LET US MAIL YOUR BROCHURE OR CATALOG

TO NEW BUSINESSES AND NEW OWNERS

Each month we send our directories and magazine to new openings, new owners, new incorporations and liquor license applicants across the Chicagoland market. Let us include your information in our "Welcome Packet" to reach these buyers in need!

\$1 Per Location, 250 piece minimum
(rate based on weight)



TAKE ADVANTAGE OF OUR DIGITAL REACH!



E-BLAST PROGRAMS

Get your message directly into the hands of buyers on their mobile or desktop device by running an e-blast program. You control the content, the timing and the areas you wish to target.

SERIES OF 3 E-BLASTS
\$795



WEB ADVERTISING

As buyers visit our website, be present with a banner ad that links directly to your website or creates an instant e-mail which goes directly to you.

3 Banner Sizes to choose from:
\$175 • \$295 • \$375



SHMOOZEFEST

— MINI TRADE SHOW NETWORKING PARTY —



**Join Us for Our Free, Quarterly Networking
and Educational Events in 2022:**

Tuesday, March 1 • Tuesday, June 7

Special Guest: Food Network Star Jeff Mauro

Monday, Sept. 12 - Special Guest: IFBTA President, Rob Grimes

Monday, Dec. 5 - Special Guest: Home Run Inn President Dan Costello

Raffles • Direct Vendor Contacts • Food & Liquor Samples

During the first hour, you'll hear from an expert guest speaker discussing issues that matter to our industry. After that, meet and mingle with other food business professionals.

Must be 21 to attend. Business card required for entry.

**A limited number of tables and co-sponsorships are available.
Call now to reserve your co-sponsorship: 847-699-3300.**

Become an 'Endorsed Partner' to Our Readers



It's always been our goal to help food business buyers (our readers) work with the best vendors and get the best overall value for their dollar. This is evident by seeing the quality and stature of the companies we promote to our readers each month.

With every food, beverage and hospitality business facing lower margins due to increased labor and occupancy costs, we feel the time is right for this program.

With this in mind, we have launched the Silver Platter Savings Program, in

which select vendors will offer Food Industry News readers special pricing, discounts or rebates on their purchases. Food Industry News will have no involvement rebating our readers these funds. This will be handled directly between the vendor and the buyer.

We feel your company would be a good fit for this program. The requirement for all "Supplier Members" for this program is that they run a full page ad with us monthly. It is our goal to help the finest suppliers (our advertisers) do more business with our base of 65,000 loyal (industry buyer) monthly readers.